

## ORDER



KSNV

Orders	Order / Rev:	105745	Alt Order #:	06844290	Product Desc:	ROMNEY FOR PRESIDENT	Estimate:	337	Flight Dates:	08/22/12 - 08/26/12	Original Date / Rev:	08/21/12 / 08/23/12	Order Type:	GENERAL	Primary AE:	Amy McCreary
														Sales Office:	BLPHI	
														Sales Region:	National	
Agency	Name:	American Rambler Productions			Billing Type:	Cash			Billing Calendar:	Broadcast			Billing Cycle:	EOM/EOC		
	Buying Contact:															
	Billing Contact:	138 Conant St.							Agency Commission:	15%						
		Beverly, MA 02494														
Advertiser	Name:	Romney for President <i>-Revised</i>			New Business Thru:				Order Separation:	00:05:00			Advertiser External ID:			
	Demographic:	A35+														
	Product Codes:	PLC02-Republican														
	Priority:	SELECT PRIORITY CODE														
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN														
Advertiser External ID:																
Agency External ID:																

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	84	\$73,325.00	\$62,326.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	84	\$73,325.00	\$62,326.25	0.00
Totals	84	\$73,325.00	\$62,326.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$73,325.00
Market	100%	\$282,019.23

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	49%	\$138,189.42
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	14%	\$39,482.69
KTUD	0%	\$0.00
KVVU	11%	\$31,022.12
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/WagM	6-7a	--WTF--	:30	6	\$1,000.001	0.00	NM		6	\$6,000.00	

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/20/12	08/26/12	--WTF--	6	\$1,000.00	0.00

Order / Rev: 105745  
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/WagM		6-7a	--WTF--	:30	6	\$1,000.00	0.00	NM		6	\$6,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 6 \$1,000.00 0.00															
E 2	KSNV	08/22/12	08/24/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$1,500.00	0.00	NM		6	\$9,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 6 \$1,500.00 0.00															
E 3	KSNV	08/22/12	08/24/12	M-F Today Show III 4th IBM		10am-11am	--WTF--	:30	3	\$450.00	0.00	NM		3	\$1,350.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$450.00 0.00															
E 4	KSNV	08/22/12	08/24/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	0.00	NM		3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$325.00 0.00															
E 5	KSNV	08/22/12	08/24/12	Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.00	0.00	NM		6	\$2,550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 6 \$425.00 0.00															
E 6	KSNV	08/22/12	08/24/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	0.00	NM		3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$425.00 0.00															
E 7	KSNV	08/22/12	08/24/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$325.00	0.00	NM		3	\$975.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$325.00 0.00															
E 8	KSNV	08/22/12	08/24/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$450.00	0.00	NM		3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$450.00 0.00															
E 9	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$700.00	0.00	NM		3	\$2,100.00
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$700.00 0.00															
E 10	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$700.00	0.00	NM		3	\$2,100.00
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 3 \$700.00 0.00															
E 11	KSNV	08/22/12	08/24/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,200.00	0.00	NM		6	\$7,200.00
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 6 \$1,200.00 0.00															
E 12	KSNV	08/22/12	08/24/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,300.00	0.00	NM		6	\$7,800.00
M-F Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 08/20/12 08/26/12 --WTF-- 6 \$1,300.00 0.00															
E 13	KSNV	08/22/12	08/24/12		CM	7-730pm	--WTF--	:30	3	\$1,300.00	0.00	NM		3	\$3,900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel															
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	--WTF--			3	\$1,300.00		0.00						
E 14	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.001	0.00	NM		6	\$6,600.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	--WTF--			6	\$1,100.00		0.00						
E 15	KSNV	08/22/12	08/24/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.001	0.00	NM		3	\$2,250.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	--WTF--			3	\$750.00		0.00						
E 16	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$350.001	0.00	NM		2	\$700.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			2	\$350.00		0.00						
E 17	KSNV	08/25/12	08/25/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.001	0.00	NM		2	\$1,250.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			2	\$625.00		0.00						
E 18	KSNV	08/25/12	08/25/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$650.001	0.00	NM		3	\$1,950.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			3	\$650.00		0.00						
E 19	KSNV	08/25/12	08/25/12	Wknd Jeopardy	CM	630-7pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00
SAT/Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			1	\$500.00		0.00						
E 20	KSNV	08/25/12	08/25/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00
SAT/ Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			1	\$500.00		0.00						
E 21	KSNV	08/25/12	08/25/12	Sat PR 9-11p	CM	9-11p	-----S-	:30	1	\$2,000.001	0.00	NM		1	\$2,000.00
Saturday Prime 9-11pm															
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			1	\$2,000.00		0.00						
E 22	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			2	\$1,100.00		0.00						
E 23	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM	CM	5:00- 6:00am	-----S-	:30	1	\$825.003	0.00	NM		1	\$825.00
Nevada Newsmakers - Ch.3															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			1	\$825.00		0.00						
E 24	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM	CM	5:00- 6:00am	-----S-	:30	1	\$825.003	0.00	NM		1	\$825.00
Nevada Newsmakers - Ch.3															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	08/20/12	08/26/12	-----S-			1	\$825.00		0.00						
E 25	KSNV	08/26/12	08/26/12	CM	6a-7a	-----S-	:30	1	\$325.001	0.00	NM		1	\$325.00	

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
News 3 Sunrise - SUNDAY																
News 3 Sunrise SUNDAY																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1			\$325.00	0.00						
E 26	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am			-----S	:30	1	\$625.00	1	0.00 NM	1	\$625.00
Sunday Today																
SUN TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1			\$625.00	0.00						
E 27	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am			-----S	:30	1	\$3,000.00	1	0.00 NM	1	\$3,000.00
Meet the Press																
MEET THE PRESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1			\$3,000.00	0.00						
E 28	KSNV	08/26/12	08/26/12	News 3 Today Wknd	CM	9a-930am			-----S	:30	1	\$500.00	1	0.00 NM	1	\$500.00
News 3 Today																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1			\$500.00	0.00						
E 29	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM GM	9:30a-10a				-----S	:30	1	\$500.00	1	0.00 NM	1	\$500.00
Chris Matthews SUN 9:30am																
CHRIS MATHEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1			\$500.00	0.00						
E 30	KSNV	08/26/12	08/26/12	Sa-Su News 3 at ElevenCM	11pm-1135pm				-----S	:30	2	\$1,100.00	1	0.00 NM	2	\$2,200.00
Sa-Su News 3 at Eleven																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		2			\$1,100.00	0.00						
													Totals		84 \$73,325.00	